

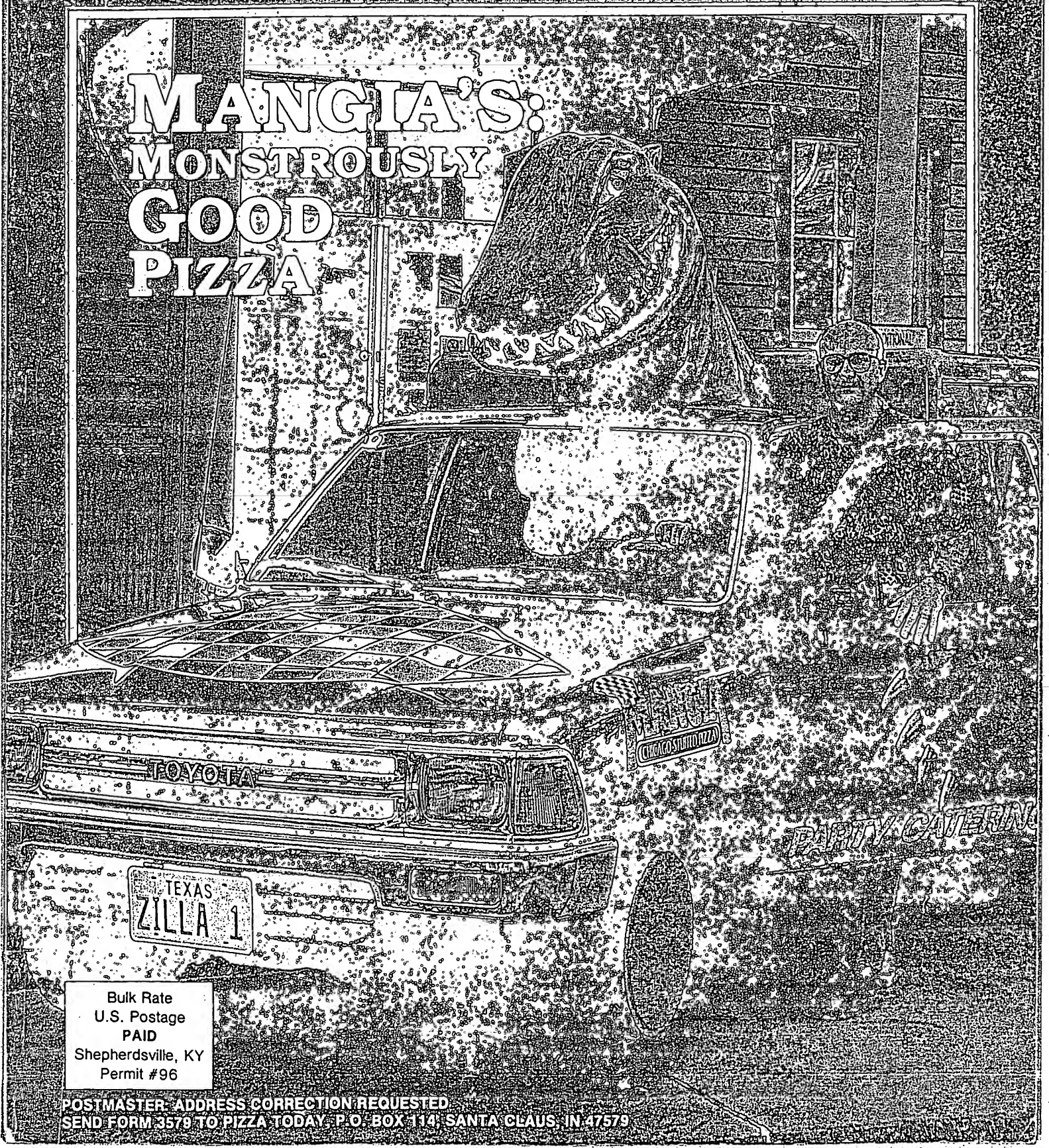
April 1991
\$3.00



Pizza Today

The Monthly Professional Guide To Pizza Profits

**MANGIA'S:
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New To The Fold

My partner and I recently purchased undeveloped land in Selbyville, Delaware, and are thinking about building a first-class pizza carry-out business. We have absolutely no knowledge of this business and need help in all phases, including layout, operation and equipment. I found a copy of your magazine in a doctor's office and enjoyed reading it, but found no information regarding a consultant who could be hired to help us in all areas of developing a successful operation. If you know of such a company, we would appreciate hearing from you. Thanking you in advance.

Wayne DeFontes
Ocean City, Maryland

(Editor's note: See the "Resources" section of Pizza Today for consultant listings, as well as a variety of sources for other services and products.)



Proud Pizza Person

I have worked for Simple Simon's Pizza since my sixteenth birthday in 1987. It seems that the restaurant doesn't get enough publicity. I wanted to thank you and say I appreciate the article printed in the "Pizza Pacesetter" section of the January '91 issue of Pizza Today. It's nice of Pizza Today to inform people of the different pizza restaurants in the U.S. that don't always get their fair share of recognition.

I just wanted to note that the Broken Arrow Simple Simon's in Oklahoma is the best store in the chain. The new and improved owners, Ken and Jeanne Wag-

ner, have won my praise as the best Simple Simon's operators. They have brought up sales tremendously with their experience and wonderful personalities. They and their employees ensure that every customer walks out the door satisfied and with no dent in their pocketbook.

Shannon Swender
A Proud Employee
Simple Simon's Pizza
Broken Arrow, Oklahoma

Pizza Today welcomes comments, questions, critiques and opinions from our readers. Please address all correspondence to: Letters, Pizza Today, P.O. Box 114, Santa Claus IN 47579. In order for your letter to be considered for publication, it must be signed. Please include a daytime telephone number. Pizza Today reserves the right to edit letters for clarity and space considerations.

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(Continued from page 59)

box is warm, the back half is refrigerated."

Salads, sandwiches and small pizzas are sold Monday through Friday on established routes, with different locations targeted each day of the week. Since Jeff installed a cellular telephone in Mangiazilla, the driver can pick up business from other parts of town if route sales are slow.

Otherwise, Mangiazilla is seldom used for regular food delivery, because Jeff doesn't want it overexposed. "I feel like it's a rolling billboard at lunchtime," he says.

Mangia's didn't start out with Mangiazilla the truck. That was added last year. But Jeff and Michelle had already created their little monster for the menu and for t-shirts. Once they bought the truck, they worked with Dale Whistler on a design. Jeff says, "I told Dale I wanted something that would never be missed when it was going down the street."

Body shop people painted over the original white exterior with durable black aircraft paint. Dale, meanwhile,

carved the head out of Styrofoam to a size that fit the cab of the truck. The head was coated with "trade-secret material" that forms a hardened surface. Then Mangiazilla's body and arms were airbrushed onto the truck. Finally, the entire vehicle was covered with a heavy-duty sun screen to keep the colors from fading in the harsh Texas sun.

"Mangiazilla has had a couple of face lifts," says Jeff, adding that the truck is always washed by hand. "One of the things that's neat is to watch people react as you drive down the street. It's comical to drive by a school yard. The kids will just empty over to one side of the school yard and go nuts yelling and screaming. They're not making fun of it, they're just happy. Some adults will drive by and you'll see they are doing their best to ignore it, to keep from laughing."

Jeff has plans for another novelty truck. "We want a bright pink one," he says, "because Mangiazilla needs a mate. We'll call her Mangiasheila."

"We feel like more people know our truck than our pizza, because we are a destination restaurant," he says. "Our goal is to get people to know our prod-

as well as they know our truck." The product, Chicago-style stuffed pizza, was a new concept in Austin when Jeff and Michelle introduced it the winter of 1988. "It's made like a pie," he explains, "with all the cheese and ingredients inside it, but with the sauce on top. You have to roll the dough, line the pan, fill it with ingredients and put another, thinner crust on top, trim the excess dough, then top it with sauce."

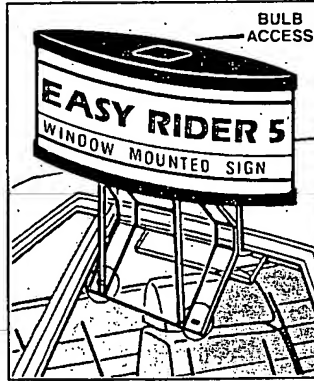
"I'd always wanted to be in the pizza business since I had Chicago pizza in the '70s," says Jeff, a Mississippian who grew up in Texas. Michelle is from Pennsylvania, and met Jeff just after she graduated from the University of Texas in Austin. She'd had some training in foodservice, and studied to become a registered dietician.

Jeff had no previous restaurant experience. By the mid-1980s, however, he started negotiating with a Chicago pizza restaurant owner to franchise stuffed pizza in Texas. As it turned out, the Texas economy at that time didn't seem conducive to business start-ups, so Jeff and Michelle moved north to work for the Chicago restaurateur. They stayed for three years.

THIS YEAR YOU'LL HAVE TWO TOUGH CHOICES. NEW AND IMPROVED FOR 1991—"THE EASY RIDERS"



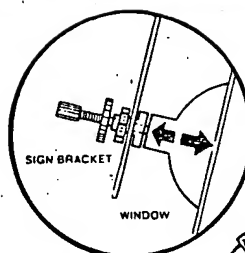
SPECIFICATIONS	
APPROXIMATE WEIGHT	... 5.3 POUNDS
APPROXIMATE SHIPPING WEIGHT	... 9 POUNDS
DIMENSIONS (FRONT)	... 9" x 24" OR 12" x 24"
DIMENSIONS (BACK)	... 9" x 12" OR 12" x 32"
VISIBILITY	... 360°
TYPE OF LIGHTING	... INCANDESCENT
PLASTIC	... HIGH IMPACT
GUARANTEE	... TWO YEARS AND ONE DAY
ADJUSTABLE SUCTION CUPS	... NO CHARGE
OPTIONAL REFLECTIVE FACE	... NO CHARGE
CLEAR MOUNT BRACKET	... NO CHARGE
CIGARETTE LIGHTER PLUG	... NO CHARGE
BULB ACCESSORY CAP	... NO CHARGE



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THE 10 COMMANDMENTS

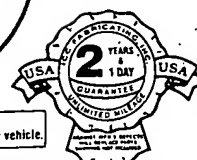
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